CLAIMS

What is claimed is:

1   1. A method for determining an address of an entity based on a user location,

2   comprising:

3   a) receiving an utterance representative of an entity from a user;

4   b) recognizing the entity associated with the utterance using a speech recognition

5   process;

6   c) determining a location associated with the user;

7   d) performing a querying to identify a plurality of locations associated with the

8   entity;

9   e) ascertaining which of the identified locations associated with the entity are in

10   proximity to the location of the user.

1   2. The method of claim 1, wherein the user is informed about the locations

2   associated with the entity ascertained to be in proximity to the location of the

3   user.

1   3. The method of claim 2, wherein the user is informed audibly via a speech

2   recognition portal about the locations associated with the entity ascertained to be

3   in proximity to the location of the user.

1   4. The method of claim 2, wherein the user is informed via an electronic message

2   transmitted utilizing a network about the locations associated with the entity

3   ascertained to be in proximity to the location of the user.

1   5. The method of claim 1, wherein the location of the user is the current location of

2   the user.

1   6.   The method of claim 1, wherein the utterances representative of the entity include
2   utterances representative of criteria of the user, and wherein the locations
3   associated with the entity ascertained to be in proximity to the location of the user
4   satisfy the criteria of the user.

1   7.   The method of claim 6, wherein the criteria of the user include at least one of: a
2   location associated with the entity currently holding a sale and a currently open
3   location associated with the entity.

1   8.   The method of claim 1, wherein directions from the location associated with the
2   user to at least one of the identified locations associated with the entity
3   ascertained to be in proximity to the location of the user are generated and
4   delivered to the user.

1   9.   The method of claim 8, wherein the user is permitted to select the location
2   associated with the user from a set of locations associated with the user.

1   10.   The method of claim 1, further comprising facilitating communication between
2   the user and at least one of the locations associated with the entity ascertained to
3   be in proximity to the location of the user.

1   11.   The method of claim 1, further comprising offering promotions to the user.

1   12.   The method of claim 11, wherein the promotions offered to the user are associated
2   with one or more entities determined to be proximal to the location of the user.

1   13.   The method of claim 1, further comprising determining which of the identified
2   locations associated with the entity is closed to the location associated with the
3   user.

1　14.　The method of claim 1, further comprising ranking the identified locations
2　　　associated with the entity ascertained to be in proximity to the location associated
3　　　with the user from closest to furthest from the location associated with the user.

1　15.　A system for determining an address of an entity based on a user location,
2　　　comprising:
3　a)　logic for receiving an utterance representative of an entity from a user;
4　b)　logic for recognizing the entity associated with the utterance using a speech
5　　　recognition process;
6　c)　logic for determining a location of the user;
7　d)　logic for performing a querying to identify a plurality of locations associated with
8　　　the entity;
9　e)　logic for ascertaining which of the identified locations associated with the entity
10　　are in proximity to the location of the user.

1　16.　The system of claim 15, wherein the user is informed about the locations
2　　　associated with the entity ascertained to be in proximity to the location of the
3　　　user.

1　17.　The system of claim 16, wherein the user is informed audibly via a speech
2　　　recognition portal about the locations associated with the entity ascertained to be
3　　　in proximity to the location of the user.

1　18.　A computer program product for determining an address of an entity based on a
2　　　user location, comprising:
3　a)　computer code for receiving an utterance representative of an entity from a user;
4　b)　computer code for recognizing the entity associated with the utterance using a
5　　　speech recognition process;
6　c)　computer code for determining a location of the user;
7　d)　computer code for performing a querying to identify a plurality of locations
8　　　associated with the entity;

9   e)   computer code for ascertaining which of the identified locations associated with

10   the entity are in proximity to the location of the user.

1   19.   The computer program product of claim 18, wherein the user is informed about

2   the locations associated with the entity ascertained to be in proximity to the

3   location of the user.

1   20.   The computer program product of claim 19, wherein the user is informed audibly

2   via a speech recognition portal about the locations associated with the entity

3   ascertained to be in proximity to the location of the user.